

Summary Revenue Projections*

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$1,426,130	\$7,810,430	\$13,035,910	\$19,020,500	\$24,530,950
Direct Expenses	\$154,520	\$254,190	\$334,760	\$408,940	\$479,510
Marketing Expenses	\$813,304	\$1,404,004	\$2,229,004	\$2,229,004	\$2,229,004
Gross Profit	\$458,306	\$6,152,236	\$10,472,146	\$16,382,556	\$21,822,436
Gross Profit (%)	32.1%	78.8%	80.3%	86.1%	89.0%
Other Expenses	\$405,368	\$748,478	\$849,998	\$1,051,148	\$1,274,648
EBITDA	\$52,938	\$5,403,758	\$9,622,148	\$15,331,408	\$20,547,788
Depreciation	\$0	\$0	\$0	\$0	\$0
Amortization	\$0	\$0	\$0	\$0	\$0
Preliminary Exp Written off	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$900	\$3,800	\$2,800	\$2,200	\$1,600
Income Tax Expense	\$14,570	\$1,511,990	\$2,693,420	\$4,292,200	\$5,752,900
Net Income	\$37,468	\$3,887,968	\$6,925,928	\$11,037,008	\$14,793,288

*these projections are based on the following assumptions:

a) an average new vendor (free account) sign-up rate of 40 per month per sales person; b) updated covid considerations regarding catering and scheduling revenues; c) an average of 50 mobile orders monthly per vendor, at an 80% vendor adoption rate.

**These are conservative estimates until we better understand the future opportunities in the new business climate.

5 year LTV projections

Revenue Stream	Revenue each	Annual Occurrence	Lifetime (years)	LTV	Source	CAC	CAC % of LTV
Premier Membership	\$20.00	12	3	\$720.00	Vendor	\$130.00	18%
Elite Membership	\$99.00	12	2	\$2,376.00	Vendor	\$115.00	5%
Scheduling Fees	\$75.00	48	2	\$7,200.00	Vendor	\$30.00	0%
Catering Fees	\$225.00	6	2	\$2,700.00	Customer	\$50.00	2%
In-app Ordering	\$0.99	24	2	\$47.52	Customer	\$5.00	11%

CAC breakdown

Revenue Stream	Cost	Description	Cost	Description
Premier Membership	\$50.00	commission	\$80.00	promo materials
Elite Membership	\$100.00	commission	\$15.00	updated promo materials
Scheduling Fees	\$30.00	commission: sourcing		
Catering Fees	\$50.00	PPC ads		
In-app Ordering	\$5.00	food credit/referral		

